GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – Cinemas – Rates of Admission and other related issues in Single Theatres and Multiplexes in the State – Orders – Issued.

HOME (GENERAL – A) DEPARTMENT

G.O.Ms.No.13 *Dated:07-3-2022*

Read the following:-

1. G.O.Ms.No.100, Home (Genl-A) Department, dated:26-04-2013.
2. Hon'be High Court of Andhra Pradesh Common Orders, dt:31-10-2016 in W.P.No.18779,19046 of 2016 and batch.
3. G.O.Ms.No.35, Home (Genl-A) Department, dated:08-04-2021.
4. Hon'be High Court of A.P., orders in I.A.No.1 of 2021 in W.P.Nos.27268, 27336 and 29635 of 2021, dated:14-12-2021.
5. Hon'ble High Court of A.P., orders in W.A.Nos.831 & 832 of 2021, Dated:16-12-2021.
6. G.O.Ms.No.144, Home (Genl.A)Department, dated:27-12-2021.
7. Minutes and recommendations, dated:17-02-2022 of the Committee constituted vide G.O.Ms.No.144, dt.27-12-2021.
8. G.O.Ms.No.142, Home (General.A) Department, dated:17.12.2021.

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O R D E R:

Government, after taking into consideration the overall view/scenario and in pursuance of the orders of the Hon'ble High Court in the references 2nd, 4th and 5th read above, have constituted a Committee vide reference 6th read above, headed by the Principal Secretary to Government, Home Department consisting of all stake holders to examine the issue in a comprehensive manner for making recommendations for fixing the rates of admission into the Cinema theatres in the State.

2. The Committee examined all the issues regarding fixation of rates of admission into the cinema theatres viz., classification of theatres such as multiplexes, A/C and Non-A/C Cinema halls with due regard to the location and amenities provided to the cinegoers and such other factors, made their recommendations to the Government vide reference 7th read above.

3. Government have also had several meetings with the representatives of the Film Industry and after careful examination of the matter and in supersession of the orders issued in the reference 3rd read above, hereby issue the following orders and fix the rates of admission into Cinema Theatres in the State:

RATES OF ADMISSION IN TO THEATRES:

Type	Non-AC Theatre (in Rs.)		AC Theatre/Air cooled (in Rs)		Special Theatres (in Rs.)		Multiplex (in Rs.)	
	Non-Premium	Premium	Non-Premium	Premium	Non-Premium	Premium	Regular Seats	Recliner Seats
1.Municipal Corporations	40	60	70	100	100	125	150	250
2. Municipality	30	50	60	80	80	100	125	
3.Nagar Panchayats/Gram Panchayats	20	40	50	70	70	90	100	
*Wherever Recliner facility is available in AC theatres Rs.250/- be allowed.								
These rates are without GST but inclusive of Maintenance charges of Rs.5/- for AC and Rs.3/- for Non-AC & inclusive of service charges for online booking.								

4. Each of the theatres, whether AC, non-AC or Special irrespective of their location should earmark 25% of the seats as non-premium category to enable cinematic experience for those who cannot afford the premium ticket category. The 25% of the non-premium seats shall be calculated with reference to the total seat strength of the theatre. Consequent of these orders, earlier orders issued in this matter vide G.O.Ms.No.537, Home (Genl.A) Dept., dated:11-7-1994 are hereby superseded.

(P.T.O.)

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5. Air-cool theatres are merged into AC theatres, as single category, for admission rates and they are allowed two years of time to convert as AC or collect Non-AC charges afterwards.

6. A category of Special Theatres is made as another unit of classification among the theatres, as there are many stand alone theatres in the State which provide cinematic experience far superior to the AC theaters but on par or equal to multiplex theatres and having facilities such as Digital Surround System of 7.1 or more with 2K projection, other infrastructure and high end seat quality on par with multiplex. A District Level Committee with Jt. Collector of the respective District as Nodal Officer for identification of these Special Category stand alone Single Theatres will be constituted and necessary procedural guidelines will be issued separately.

7. The theatres shall be permitted to run 5 shows subject to the condition that one of the shows in between 11.00 AM and 9.00 PM should be reserved compulsorily for screening small budget films on any day including on a festival day, whenever there is a release of the low budget film clashing with high and super high budget film in order to promote low budget film i.e., where the cost of production including the remuneration of the star cast is less than 20 Crores.

8. Government also considered the recommendation of the Committee about super high budget films i.e., the films made with lot of creativity elements, visual effects involving uses of high end technology etc., thus production cost becomes very high and hence, such efforts need special consideration on a principle of equity to promote high end creativity. Accordingly, it was decided to consider such movies with production cost of more than Rs.100 crores, excluding remuneration of Heros, Heroines and Directors as super high budget film. In those cases of super high budget films, the Government will notify separate rates for a period of 10 days from the date of first release on a case to case basis subject to the condition that at least 20% of the shooting should be done in the State of Andhra Pradesh.

9. The Committee also recommended as part of reforms, online booking of cinema tickets in Single Theatres and Multiplexes in the State of Andhra Pradesh. A Government Order vide reference 8th cited regarding this has already been issued by the Government.

10. Necessary separate orders / guidelines will be issued by the General Administration (I&PR).Dept., in this regard i.e., low, high and super high budget films.

11. The Revenue (Commercial Taxes) Department, MA & UD Department, Genl.Admn(I&PR)Department are requested to take follow-up action in respect of issues pertaining to them and detailed orders/Notifications may be issued, wherever necessary.

12. The District Collectors, Commissioners of Police, Licensing Authorities and all concerned shall take further necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KUMAR VISHWAJEET
PRINCIPAL SECRETARY TO GOVERNMENT

To
All District Collectors, Commissioners of Police and Licensing Authorities in the State.
The Revenue (CT) Department.
The MA & UD Department
The Finance Department.
The IT & C Department.
The Genl.Admn.(I&PR)Department.
The Commissioner of I & PR and MD, APSFTDC Ltd.,

Copy to: The Committee Members.
The PS to CS / PS to Spl.CS to CM/ PS to Min(Cinematography)/
PS to Prl.Secy(Home).
The Government Pleader for Home, High Court of AP.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER

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